

CITY OF NEWPORT BEACH  
SPECIAL EVENTS ADVISORY COMMITTEE MEETING  
Visit Newport Beach Inc.  
January 13, 2010  
8 a.m.

**MINUTES**

X – In attendance

A - Absent

**Members**

X	Laura Davis, Fashion Island	X	Marshall Topping, Topping Events, Inc.
E	Janis Dinwiddie, Dinwiddie Events	X	Judith Brower Fancher, Brower, Miller & Cole
X	Kim Severini, Visit Newport Beach, Inc.	X	Kirwan Rockefeller, U.C. Irvine

**Staff Present**

Leigh DeSantis, City of Newport Beach, Economic Development Administrator

Loretta Walker, Visit Newport Beach Inc, Director of Administration as Recording Secretary

**Call to Order**

Laura Davis called the meeting to order at 8:15 a.m.

**Review and Approve Minutes**

Ms. Davis asked for a motion to approve the minutes of the December 12, 2010 meeting. Kirwan Rockefeller made the motion and Marshall Topping seconded. The minutes were unanimously accepted.

**Calendar**

- The Mayor would like copies of a master calendar to put on all of the participant's seats one month in advance of the "Speak Up Newport" dinner.
- Kim Severini showed the Chamber Events Calendar that is on their website, the CVB Calendar of Events and the City's website.
- Laura Davis suggested that everyone look at the master calendar and within 48 hours get back to the group with suggestions.
- Ms. DeSantis will:
  - Contact someone at the Mayor's office to find out the requested format and timeframe for the calendar.
  - Compile the information given by the committee and include things that were missed on the calendar
  - Decide what website address should be on the handout
  - If everything that is to be on the calendar is presented to her by January 19<sup>th</sup>, she will work with the IT Department to have it produced. There may be a graphic artist in-house who can design the calendar.

**Event Application Form**

Committee members presented their ideas on how to weight the value on a scale of 0-100% for each category or question in each section of the event application.

It was decided that:

- Section One needs to be completed in full in order for an applicant to move further on in the process.
- Sections Two and Three will each receive 50% of the review value.
- The committee will decide on how the 50% will be distributed between the items in Section Three.
- It will be determined if 70% or more goes to the next stage of the interviews. Extra credit, minus points and points for creating pride in our City may also be given.
- A big issue will be protecting the City's money by weighting the amount of money the City will be contributing.
- The committee needs to be cognizant as to how much is being approved for funding compared to how much the City has to give.
- A comment that came back from the Recreation Department will be considered: "Was there any street closure?"

#### **Comments from the Public**

There were no comments from the public.

#### **Next Meeting Date**

The next meeting is tentatively scheduled for February 11<sup>th</sup> at 4 p.m. at Visit Newport Beach Inc.

#### **Adjourn**

The meeting was adjourned at 9:15 a.m.

Respectfully submitted by

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Loretta Walker,  
Recording Secretary